

NORTHERN  
GREEN

2024

New Place, New Time,  
New Impact!

# NORTHERN GREEN 2024 PROGRAM



Jan. 23-25, 2024



Saint Paul RiverCentre



[www.NorthernGreen.org](http://www.NorthernGreen.org)



[info@NorthernGreen.org](mailto:info@NorthernGreen.org)



651-633-4987



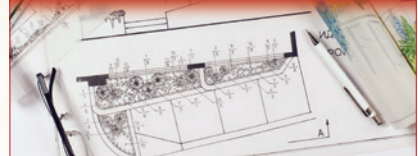
Landscape/Hardscape  
Contractor



Golf



Landscape Design/  
Landscape Architecture



Water/Irrigation



Management Path



Turf, Grounds, &  
Snow Management



Garden Center/Grower



Tree Care/Arborist



Professional  
Gardening Services



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January 22<sup>nd</sup> - 25<sup>th</sup>

One Show, Two Locations

- Wholesale Nursery Booth #1431 in Roy Wilkins Auditorium
- Hardscapes Booth #159 in the RiverCentre Exhibit Hall



[BachmansWholesale.com](http://BachmansWholesale.com)

Hardscapes Cedar Acres:

(952) 469-9665 / Fax: (952) 469-9674  
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Wholesale Nursery:

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NORTHERN GREEN

# Schedule Overview

**MONDAY, JAN. 22** Pre-Conference Sessions:  
PLT Relicensure and Pesticide Recertification will be available on Monday, January 22 at the Saint Paul RiverCentre.

## TUESDAY, JAN. 23

Community day for these Villages with a full day of focused education:

<p><b>Landscape/Hardscape Contractor</b></p>	<p><b>Golf</b></p>	<p><b>Management Path</b></p> <p>Management level courses will be available on this path to pop into and out of throughout the day.</p>
<p><b>Landscape Design/Landscape Architecture</b></p>	<p><b>Water/Irrigation</b></p>	

## WEDNESDAY, JAN. 24

Dedicated trade show day!

**TRADE SHOW**  
9:00am-5:30pm

**BLOCK PARTY**  
5:30pm-7:30pm

## THURSDAY, JAN. 25

Community day for these Villages with a full day of focused education:

<p><b>Turf, Grounds, &amp; Snow Management</b></p>	<p><b>Garden Center/Grower</b></p>	<p><b>Management Path</b></p> <p>Management level courses will be available on this path to pop into and out of throughout the day.</p>
<p><b>Professional Gardening Services</b></p>	<p><b>Tree Care/Arborist</b></p>	

*Disclaimer: Although every reasonable effort is made to provide the speakers, topics, and sessions listed, some changes or substitutions may occur. Speakers and sessions are subject to cancellation or changes up to and including the day the session(s) are scheduled to be held. Changes or cancellations are made at the discretion of MNLA/MTGF and may be done without notifying attendees. If sessions are changed or cancelled, no refunds should be expected. Submission of the registration form acknowledges acceptance of this provision.*

Northern Green is presented by the Minnesota Nursery & Landscape Association (MNLA) and the Minnesota Turf & Grounds Foundation (MTGF).







## 5-YEAR WARRANTY

Our mission at Legacy-Trees is to bring tree planning, diversity, proper planting, and stewardship to our urban ecosystems through a revolutionary system of growing and transplanting trees that will live for generations.

Please stop at **Booth 1606** to learn **“WHY”** we can offer a **5-Year Warranty** on Legacy-Trees.

We are interested in professional tree & landscape companies bringing the Legacy system of tree planting to their clients!

### SEE THE DIFFERENCE 3 YEARS OF GROWTH POST-PLANTING







# PRE-REGISTER TODAY AND \$AVE!

1

REGISTER NOW

Register on or before January 15 to receive your best price for all Northern Green 2024 tickets. Go to [www.NorthernGreen.org](http://www.NorthernGreen.org) and click on REGISTER NOW today!

2

Members of the following associations receive a \$20 discount:  
MNLA, MGCSA, MPSFMA, MAC, MASMS, MSA, MTA, and MTSC.

2024 Northern Green  
registration badges  
generously supported by:

3

Save 10% more when registering 10 or more people for a 1-Day educational pass or greater! *Not valid for student or trade show only passes. Valid only for pre-registration completed online with all registrants entered in one registration.*



NORTHERN GREEN  
**RATE LOCK**

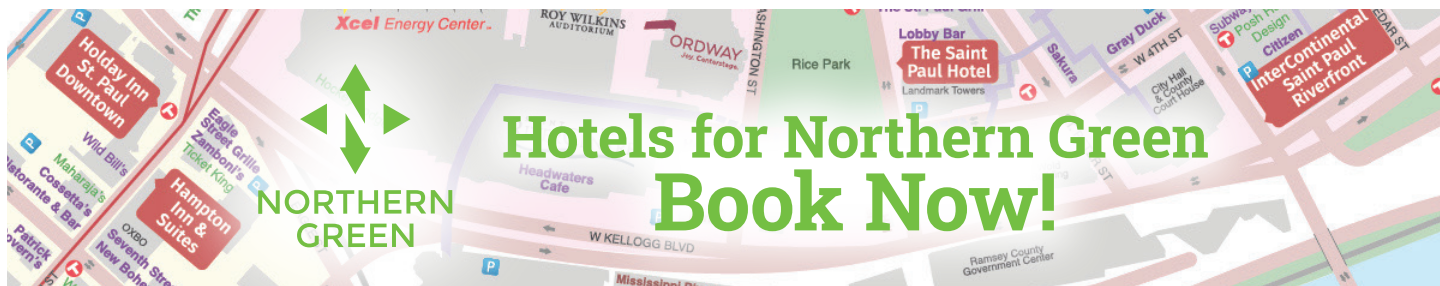
Wish you could lock in your best rate, but are worried about a snow event on a show date? We've got you covered with our "Snow Insurance" Rate Lock! Pay \$30 now and lock in the pre-registration rate for your onsite registration! *Offer only available for Northern Green on Tuesday & Thursday, and must be purchased during pre-registration dates. Choice of registration must still be selected. If ticket holder cannot attend show, the \$30 payment is non-refundable.*

**Missed the deadline?** If you miss the Jan. 15 pre-reg. deadline, you must register onsite Jan. 23-25, and pay the onsite rates.

**Pre-conference?** To attend Monday's pre-conference sessions (PLT or Pest. Recert.) you **MUST** pre-register before Jan. 15.

**Where do I pick up my badge?** When you register by January 2, your badge will be mailed to you in advance. If you register between January 3-15, you must print a badge at the Self-Check-In kiosk onsite.

**Other questions?** Contact the Northern Green office for assistance at 651-633-4987.



## Hotels for Northern Green Book Now!

A limited number of discounted room rates have been secured for Northern Green 2024 at the hotels below. We encourage you to book your rooms early to ensure you get the ideal room and rate for your circumstances. Space and discounted rates are limited at each hotel, so book early to get your first choice.

**Note: Prices at most hotels will go up after December 20, 2023. Book early for the best rates!**

### HAMPTON INN & SUITES

200 7th Street W, St. Paul, MN 55102

Rate: \$115 (single/double rate)

Reservation Line: 651-224-7400

Parking: Self parking not available. Valet: \$20.

### THE SAINT PAUL HOTEL

350 N Market Street, St. Paul, MN 55102

Rate: \$139 (standard room)

Reservation Line: 651-292-9292 or 800-292-9292

(Ask for the 2024 Northern Green rate)

Online Reservation Link under "rate type" choose "I have a code" and enter 12123MNLA.

Parking: Self parking not available.

Valet: Rates vary (call for information).

### HOLIDAY INN ST. PAUL DOWNTOWN

175 West 7th Street, St. Paul, MN 55102

Rate: \$134 (single/double rate)

Reservation Line: 651-225-1515

Parking: Onsite parking in connected ramp (\$21 per day).  
Offsite parking directly across the street (prices vary).

### INTERCONTINENTAL ST. PAUL RIVERFRONT

11 East Kellogg Blvd, St. Paul, MN 55101

Rate: \$112 (single/double rate)

Reservation Line: 651-292-1900 or 866-686-2867  
(identify yourself as a Northern Green participant)

Parking: Self parking not available. Valet: \$32.

**Note: A Northern Green Shuttle will run from RiverCentre to this hotel during the show.**





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Shakopee, MN: 952-445-3066

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Huxley, IA: 515-685-3521

Davenport, IA: 563-391-4656

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# NORTHERN GREEN 2024

## KNOW BEFORE YOU GO

- 1 Our new venue is the Saint Paul RiverCentre and the Roy Wilkins Auditorium & Exhibit Hall (175 West Kellogg Blvd, St Paul, MN 55102). There are many options for parking, and we will also run a **shuttle** from the InterContinental hotel.

The most convenient spot is the RiverCentre Parking Ramp on 150 West Kellogg Blvd. This parking ramp is located directly across the street from Saint Paul RiverCentre and is connected via skyway system.

There are many other parking options as well, indicated on the map below with a blue box: **P**



- 2 All Village Social Hours will be at 317 on Rice Park, right next to the RiverCentre.

- 3 Access into the RiverCentre is:

- A From the Parking Ramp Skyway
- B Along the street level of Kellogg Ave.
- C From the Rice Park entrance (between the Ordway and Herbie's on the Park)

Signs will point you to **REGISTRATION** to pick up your badge and begin your day!



- 4 The Saint Paul RiverCentre is a cashless venue. Please plan accordingly if you need to purchase food or beverage.





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1

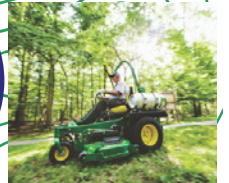


2

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3



4

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For More Information:  
[discoverpropanemn.com](http://discoverpropanemn.com)  
or email  
[admin@mnpropane.org](mailto:admin@mnpropane.org)

5







MONDAY, JAN. 22 | SAINT PAUL RIVERCENTRE

## Northern Green 2024 Pre-Conference Sessions

Generously supported by:



### POWER LIMITED TECHNICIAN (PLT) RELICENSURE



7:30am - 4:30pm

Course Approval Code #: Pending approval from MN Dept. of Labor and Industry

This course has been submitted to the Minnesota Dept. of Labor & Industry for approval for eight hours of continuing education requirements for the Power Limited Technician License, including 2 hours of code and 6 hours of technical training oriented specifically toward the landscape industry.

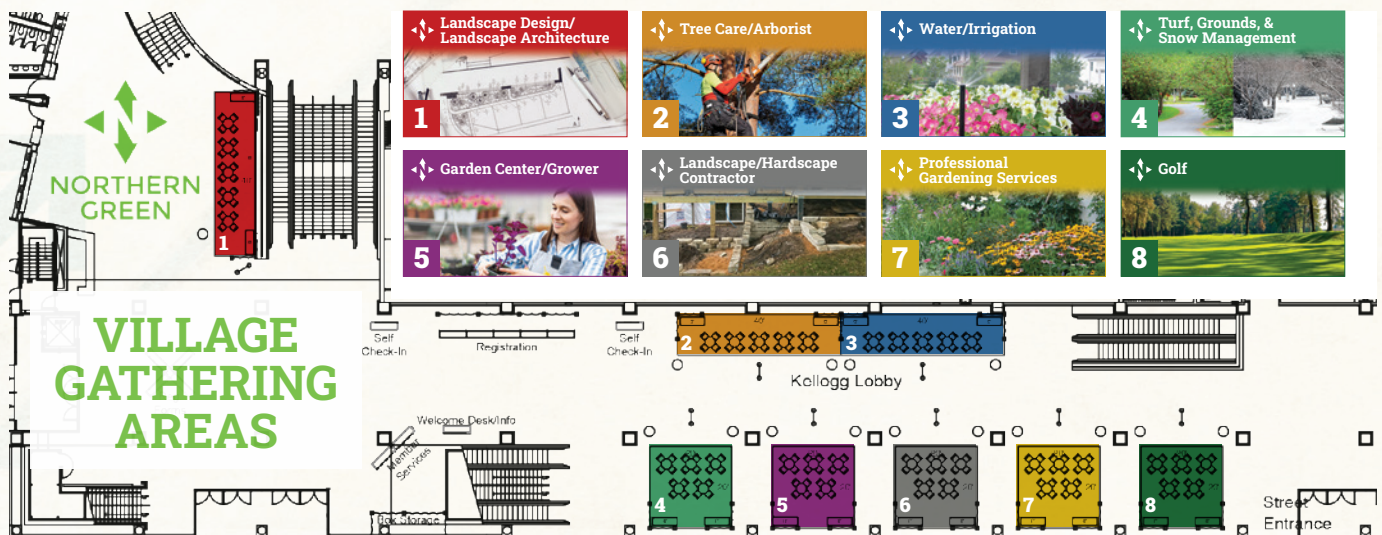
### PESTICIDE RECERTIFICATION (CATEGORIES A, E, & P)



Cat. P: 7:30-9:00am | Cat. A & E: 9:15am-4:00pm

Approved by the Minnesota Dept. of Agriculture (MDA), this workshop meets Commercial Pesticide Applicator Requirements for Category A (Core), Category E (Turf and Ornamentals), as well as an option to add Category P (Vertebrate Pest Control).

Licensed applicators with Categories A and E who last attended a recertification workshop in 2022, and newly-licensed pesticide applicators in 2023, must attend an MDA-approved workshop by December 31, 2024. By attending the Pesticide Recertification class and scanning in and out onsite with staff of MDA, applicators will obtain recertification credit.



### Step into a world of connection at the Northern Green Village Gathering Areas.

Our goal is to empower attendees by providing a unique platform to identify, learn from, and build meaningful relationships with peers who share your professional journey. Our educational content has been tailor-made with these Villages in mind, ensuring you receive the most relevant insights and knowledge. But it doesn't stop there – we've crafted specialized Village gathering areas in the Kellogg Lobby at Saint Paul RiverCentre. These designated spaces are hubs of networking, creativity, and camaraderie for each industry segment. Once you've visited registration, be sure to swing by your Village gathering space. Whether it's to snag a Village sticker, engage with a supportive sponsor, or simply participate in a stimulating conversation with a like-minded colleague, the Village gathering areas promise to be a vibrant focal point of your Northern Green experience.



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The products made by TCC Group Companies are the right fit for every project.  
Our goal is to build a better hardscape business for our dealers, designers and contractors.



Introducing:  
**James Robilotta**



# TWO different keynotes, TWO different days. **ONE** enjoyable and impactful Keynote Speaker!

**TUESDAY, JANUARY 23**  
7:45 - 8:30 AM

## **Leading Imperfectly:**

**The Value of Being Authentic for Leaders, Professionals, and Human Beings**

Hey Superwoman, take off your cape. Hey Batman, take off your mask. Hey decision makers, put away your ego. Let's talk about who you are personally as a leader and as a partner. As humans, we can't learn things from people who are perfect, we can only learn things from people who are imperfect. So, it is time to own who you are so you can be real to others and lead through your faults. This deep but hysterical session will leave you feeling introspective about the person you show to others and recognize the rapport and trust building power of authenticity in your communication and relationships. If you're looking to master the art of courageous feedback and authentic relationship building, this is the session for you.



**James Robilotta, CSP**, is a leadership author, motivational speaker, emcee, and trained improv comedian. After years of building, training, and leading teams, James followed an entrepreneurial dream and built two successful businesses. The first is an organization that incorporates freestyle rap into improv comedy (a success story for another day). And the second is his speaking and coaching business (a success story for today). James has been speaking internationally to willing and unwilling audiences since 2009 and has found that quality humor is the secret to hosting powerful conversations that make a genuine impact. His attendees leave feeling recharged, introspective, and ready to get out of their own way. With years of research (and a few too many real-life case studies within his work), James has learned everything he can about fighting apathy and building strong company cultures. He uses this insight to help leaders manage and retain talent and give feedback that sticks, and to help organizations create community buy-in using curiosity. James' cornerstone concept is that we as humans can't learn from people who are perfect, we can only learn from people who are imperfect. And companies like American Express, GE, Accenture, and Afterpay have gravitated toward this message and found the insights to be invaluable in shifting the way their people show up for each other. James is working to bring humanity and community back into the workplace. He is on a mission to ensure that people are seen, heard, respected... and giggling a little, too.

**THURSDAY, JANUARY 25**  
7:45 - 8:30 AM

## **Find Your Third Place:**

**A Work/Life Balance Conversation That's Actually Helpful**

Hold the eye rolls, this is a conversation about balance that is both realistic and worthwhile! The truth is, work cannot run our lives AND work is not the only source of our balance issues. In this session James offers an alternative to traditional methods (things like, find one hour of your week and hold it sacred) and, instead, uses the "Third Place Principle" as a way for us to gain more control and purpose. We all crave more balance, and this introspective session will help audiences understand how a Third Place can add more stability at work and home, create more impactful stories, and, most importantly, generate a more fulfilling life.

SPECIAL THANKS TO OUR GENEROUS  
NORTHERN GREEN 2024 SUPPORTERS:





# VILLAGE SCHEDULE

## Landscape/Hardscape Contractor

TUES. JAN. 23, 2024 | ROOM: BALLROOM AB / ROOM 7



### FEATURED SPEAKERS

**Bill  
Gardocki**



**Frank  
Bourque**

VILLAGE SUPPORTED BY:



9:00-10:00am | Ballroom AB

### **My Favorite Project/Problem**

Speakers: Frank Bourque, Landscape & Hardscape Business Consultant; Bill Gardocki, Hardscape Educator; Scott Frampton, Landscape Renovations

Ever wondered how other contractors solve problems in the field? These three speakers will share their favorite projects and/or biggest challenge/problem they've encountered on a project and lessons learned along the way. Perhaps you'll learn a tip or two to help with an upcoming project.

10:00-11:00am | Ballroom AB

### **Equipment Hyper-Efficiency**

Speaker: Frank Bourque, Landscape & Hardscape Business Consultant

In this seminar, you will learn how the most efficient teams in the industry operate and the equipment they use. We will show you an easy way to know when it's a good time for your business to invest in that next piece of equipment and how to know what's the best choice for your company.

11:00am-12:00pm | Ballroom AB

### **Making the Cut: Introduction to Stone Shaping**

Speaker: Jordan Keyes, Trow & Holden Company

The right tools and proper technique will go a long way in elevating your next hardscape installation. From splitting granite to shaping wall stone, rock-facing bluestone caps to trimming fieldstone veneer, learning the basics will help you get the most out of the material and your tools.

12:00-1:00pm

### **Lunch**

1:00-2:00pm | Room 7

### **Breakout 1: Panel: New to the Industry? Lessons from Industry Experts**

This panel session is a fantastic opportunity for newcomers in the hardscape world to hear from industry veterans on their career path challenges, successes, and lessons learned. Hear how their past experiences can help you in your future.

1:00-2:00pm | Ballroom AB

### **Breakout 2: Black Market Landscaping**

Speaker: Patrick McGuiness, Zlimen & McGuiness, PLLC

There are many laws, rules, and regulations that companies may not be in compliance with. Find out the biggest violations green industry businesses are making, often without knowing it. Learn about the consequences and liability for business owners for issues like improper use of subcontractors, paying salary to foremen, and more!

2:00-3:00pm | Room 7

### **Breakout 1: Gear Showcase: Rapid Learning**

Speaker: Frank Bourque, Landscape & Hardscape Business Consultant

In this rapid learning session, we will showcase four of the most profitable services (without the large investments to get started) that you can add to your landscape or hardscape business to become exponentially more efficient and profitable. We will also share all you need to know regarding the gear you'll need to deliver these services efficiently.

2:00-3:00pm | Ballroom AB

### **Breakout 2: Hardscape Retaining Walls: Drainage, Building Tips, and Tricks**

Speaker: Bill Gardocki, Hardscape Educator

Today's SRW's are getting taller. Raised patios and tiered walls are commonplace in residential design. The integration of seat walls, pillars, steps, and pavers has increased the need for wall installers to understand wall tolerances, geometry, load bearing, and proper construction techniques. This seminar looks at common pitfalls and mistakes in the construction process. Best practice techniques for wall construction are discussed. Excavation techniques and current installation tools will be highlighted and showcased.

3:15-5:00pm

### **Village Social Hour**

Location: 317 on Rice Park



# VILLAGE SCHEDULE

## Golf

TUES. JAN. 23, 2024 | ROOM: 4



### FEATURED SPEAKERS

**Dominic  
Petrella**

**Lee  
Butler**



8:30-10:00am

### **Turfgrass Research Update**

Speakers: Eric Watkins and John Trappe, University of Minnesota

This presentation will update you on the latest projects conducted at the Turfgrass Research, Outreach, and Education (TROE) Center and in field settings throughout Minnesota.

10:00-11:00am

### **Turfgrass Disease Management 101: The Must Know Basics**

Speaker: Lee Butler, North Carolina State University

In this session, attendees will learn the basics of turfgrass disease management on a golf course. We will cover the major diseases of turfgrasses commonly used on golf courses, the pathogens that cause them, the environmental conditions that favor them, and how to successfully manage them. Attendees will learn how to troubleshoot declining turfgrass areas by properly collecting and submitting samples to various labs to aid in data-driven decision-making. Finally, attendees will learn the basics of how fungicides work and how to get the most out of your applications when they are deployed.

11:00am-12:00pm

### **Irrigation Doesn't Have to End in Frustration!**

Speaker: Craig Jerome and Team, MTI Distributing, Inc.

Golf course irrigation systems don't have to end in frustration if you know a few "tricks of the trade." This session is a panel discussion made up of irrigation service experts with over 100 years combined irrigation troubleshooting experience ready to answer your most troubling irrigation questions.

12:00-1:00pm

### **Lunch**

1:00-2:00pm

### **How Do We Maximize Our Plants' Growth?**

Speaker: Dominic Petrella, Ohio State ATI

In this session, you will learn more about how light affects the growth and development of turfgrasses and approaches to managing turfgrasses that are under stress from light. We will discuss how shade impacts turfgrasses mowed at high and low heights of cut, how turfgrass uses light signals to try and adapt to shade and focus on species choice as primary management practice. You will also learn how high-intensity light is stressful to turfgrasses and that cold air temperatures and high-intensity light do not mix well – a common problem across states in the Upper Midwest region. Throughout this session, practices to optimize growth, either through species choice or other management practices, will be discussed.

2:00-3:00pm

### **Beyond Growing Grass – Let's Grow Your Career**

Speaker: Carol D. Rau, PHR

Attendees will learn winning strategies and tools beyond agronomy, focused on personal career development to get to the next level in the golf and turf industry. Topics include networking, first impressions, interviewing, and overall career planning and advancement. We will unveil the qualities that prospective facilities are seeking in their turf leadership team and strategies to convey related skills.

3:15-5:00pm

### **Village Social Hour**

Location: 317 on Rice Park





# VILLAGE SCHEDULE

## Landscape Design/ Landscape Architecture

TUES. JAN. 23, 2024 | ROOM: BALLROOM CD



FEATURED SPEAKER  
**David Malda**

VILLAGE  
SUPPORTED BY:

FIRST  
EDITIONS  
SHRUBS & TREES

9:00am-12:00pm

### **Morning Theme: Exploring Innovative Designs for Real-World Clients**

9:00-10:00am

#### **Connection through Landscapes**

Speaker: David Malda, GGN

Start out your day inspired and engaged with a welcome session with David Malda, a key design leader and Principal at GGN. Explore the role landscape has in connecting people to each other through experiences of the land. Leave energized and full of new ideas.

10:00-11:00am

#### **Panel: Regional Landscape Design Trends/Projects**

Hear from a panel of landscape designers from the wider region about the trends they are encountering and interesting projects they've tackled the past two to three years. Projects and trends from throughout the Midwest will be featured.

11:00am-12:00pm

#### **Panel: Local Landscape Design Trends/Projects**

Hear from landscape designers in our own backyard about the trends they are encountering and interesting projects they've tackled in the past two to three years. Local projects and trends will be featured.

12:00-12:30pm

### **Lunch**

12:30-1:30pm

#### **Cutting Edge Landscape Lighting Design**

Speaker: Nels Peterson, Blingle Premier Lighting

Join Peterson to learn about cutting-edge landscape lighting technology and new techniques to create modern, energy-saving systems that take outdoor lighting to an exciting new level.

1:30-3:00pm

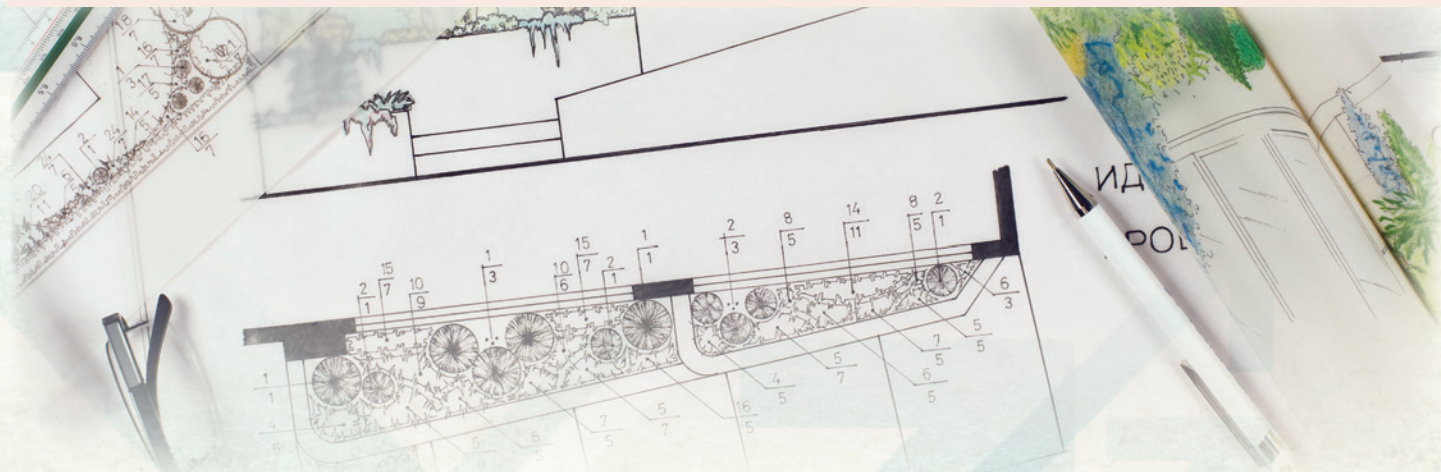
#### **Work Smarter Not Harder: Landscape Design Technology Rapid Sessions**

In this session, hear from top technology and software brands on their trending products and services and how they can help make your business more efficient and effective.

3:15-5:00pm

### **Village Social Hour**

Location: 317 on Rice Park





# VILLAGE SCHEDULE

## Water/Irrigation

TUES. JAN. 23, 2024 | ROOM: 1



FEATURED SPEAKER  
**John Raffiani**

**9:00-10:00am**

### **Irrigation Marketing**

Speaker: Chris Darnell, Harvest Landscape Consulting

Join us for an insightful seminar on irrigation marketing, where we delve into the strategies and techniques that cultivate success in the ever-growing field of irrigation. As the industry continues to evolve, effective marketing becomes a crucial element in reaching the right audience and promoting innovative irrigation solutions. Whether you're a seasoned professional or new to the irrigation industry, this seminar provides a comprehensive overview of irrigation marketing strategies that will help you irrigate your path to success.

**10:00-11:30am**

### **Irrigation Systems and Design Basics: Part 1**

Speaker: John Raffiani, Raffiani's Automatic Sprinkler Service

A beginners look at not only why irrigation should be included in most any landscape project but also an introduction to the components, design concepts and control systems required. Additional topics to be covered are soil considerations and plant water requirements using readily available evapotranspiration (ET) data.

**11:30am-12:00pm**

### **Lunch**

**12:00-1:30pm**

### **Irrigation Systems and Design Basics: Part 2**

Speaker: John Raffiani, Raffiani's Automatic Sprinkler Service

As a continuation from part one, topics in this session include proper scheduling methods, total site water requirements and distribution uniformity. When and how to use drip irrigation and types of drip irrigation components will round out this basic introduction to irrigation systems.

**1:30-3:00pm**

### **Sales, Estimating & Job Costing**

Speaker: Jim Huston, Green Industry Management Consultant

So you've got your marketing covered and your design basics down, the next step is to work out estimating, job costing and have fluency in sales. This final session of the day will cover these topics to round out a great plan whether you're just starting out or looking to become as efficient as possible.

**3:15-5:00pm**

### **Village Social Hour**

Location: 317 on Rice Park







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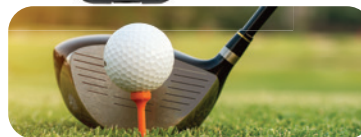


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# Management Path Schedule

TUES. JAN. 23, & THURS. JAN. 25, 2024 | ROOM: 10



## FEATURED SPEAKERS

**Alicia  
Rihn**



**Rayne  
Gibson**

MANAGEMENT PATH SUPPORTED BY:



9:00-10:00am

### **Green Industry Economic Outlook**

Speaker: Alicia Rihn, University of Tennessee, Knoxville

In this talk, Rihn will address a wide variety of factors impacting the green industry including both economic and industry trends. Attend this session to learn more about what's on the horizon for 2024 and beyond.

10:00-11:00am

### **Attracting and Retaining Top Talent in a Struggling Labor Force**

Speaker: Sam Gembel, Atlas Outdoor

Ask anybody in the landscape, hardscape, or any service-related industry what is inhibiting their growth, and almost every time you will hear "I'm short on staff, nobody wants to work anymore." We are leading through times that are different from anything else we have ever experienced in years past. If you're relying on old team building systems – or no systems at all – chances are, you are bottlenecked with a lack of employees and your turnover is through the roof. In this session, you'll learn key takeaways from industry expert Gembel on how to build your business to be a recruiting and retaining machine!

11:00am-12:00pm

### **Important Legal Issues for the Green Industry**

Speaker: Patrick McGuiness, Zlimen & McGuiness, PLLC

Join attorney McGuiness to find out the biggest legal problems he sees for green industry clients; from contract drafting problems to employee termination issues. He will also discuss substantial changes in law that have taken place over the past year. Don't miss this session that will be filled with hot legal topics.

12:00-1:00pm

### **Lunch**

1:00-2:00pm

### **AI (Artificial Intelligence): Your Smartest Assistant and Creative Counterpart**

Speakers: Skyler Westergard, LandCare LLC and Chelsea Hartshorn, Threadleaf Landscape Design

This session will introduce you to AI tools you can use to market your services, automate business processes, interact with customers, and create fast, compelling design concepts at low cost. Designed for small and medium-sized businesses, this session will show you how you can use AI to complete tasks that big competitors pay teams of people to do. You'll have an opportunity to interact with and test the tools during the session, and the presenters will answer your questions about how to implement these tools in your business. AI isn't the future of the green industry, it's already here, and it's changing the way smart owners run their businesses.

2:00-3:00pm

### **Developing an Effective Onboarding and Training Program for New Employees**

Speaker: Rayne Gibson, Taproots Horticulture Consulting

Effective onboarding and training are the cornerstones of a successful business. By implementing the strategies and insights from this session including personalized training plans, employee engagement, and methods to measure training success, you'll not only elevate your employees' skills but also inspire a culture of continuous improvement. Take action today to reshape your workforce, drive growth, and ensure long-term success in the green industry.





# VILLAGE SCHEDULE

## Turf, Grounds, & Snow Management

THURS. JAN. 25, 2024 | ROOM: BALLROOM AB



FEATURED SPEAKER  
**Melinda Myers**

9:00-10:00am

### **Best Practices – Turf Care Focus**

Speaker: Jon Trappe, University of Minnesota

In this session, Trappe will cover the most efficient strategies and practices to include when caring for turf. Learn how you can maintain or improve turf conditions with fewer resources.

10:00-11:00am

### **A Calendar of Perennial Care**

Speaker: Melinda Myers, Gardening Expert/TV Radio Host

Keep perennial gardens on your site looking their best throughout the season. We will look at the practical ways to accomplish the various tasks needed to keep your gardens and plants healthy and beautiful. Planting, maintenance, deadheading, dividing, and more will be covered.

11:00am-12:00pm

### **Electrification Journey - The Battery-Powered Ecosystem for Lawn and Landscape Professionals**

Speaker: Nolan Bangert, Toro

This session starts with a brief introduction to the benefits that are driving the development and adoption of battery-powered equipment. Next, we will step into the portfolio of equipment solutions that Toro has developed. We will bring the session to a close by further exploring the implications of adopting battery-powered equipment and the software solutions available that help to get the most out of your equipment and business.

12:00-12:30pm

### **Lunch**

12:30-2:00pm

### **Green and White Initiatives in Landscape Design and Management**

Speakers: Joel Odens and Carolyn Dindorf, Bolton & Menk, Inc.

This session will cover both summer and winter considerations in landscape management. We will focus on improving the nasty growing conditions on salty edges of sidewalks and parking lots, a common struggle facing Minnesota's green industry. Learn how to understand the issue and take control with hardscape designs that reduce the need for salt, salt alternatives, vegetation selections for salty areas, and managing customer expectations.

2:00-3:00pm

### **Snow and Ice Management Best Practices**

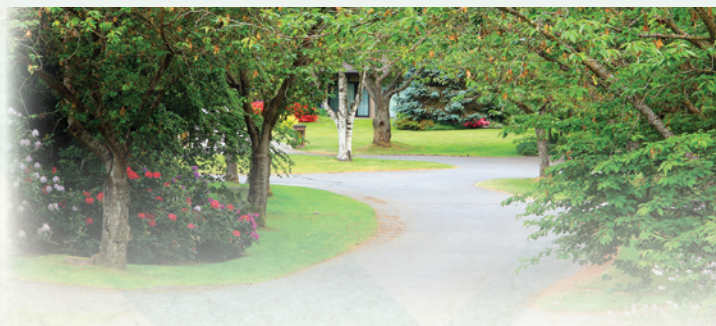
Speakers: Martin Tirado, SIMA (Snow & Ice Management Association), and Carly Haugen, Prescription Landscapes

You prepare and train for the ideal scenarios for snow and ice management services. Then the blizzard hits and it's time to just get it done with an 'all hands-on deck' mentality. The challenges in unpredictable winter weather are real! In this session, learn the latest snow and ice best practices from SIMA and a snow services provider on how to overcome obstacles to stay safe and perform your best when the snow falls.

3:15-5:00pm

### **Village Social Hour**

Location: 317 on Rice Park





# VILLAGE SCHEDULE

## Garden Center/Grower

THURS. JAN. 25, 2024 | ROOM: BALLROOM CD



### FEATURED SPEAKERS

**Aubrey Olson**



**Alicia Rihn**

VILLAGE SUPPORTED BY:

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9:00-10:00am

### **2024 Garden Trends: Eco-Optimism**

Speaker: Aubrey Olson, Garden Media Group

Why should you care about trends? It's simple. Trends drive consumers and consumers drive sales. This session will be the place to learn about new trends, stay relevant, and make data-driven decisions to grow your business. Olson will outline the seven 2024 garden trends, including the color of the year, and offer tips on how to apply each trend to your own business. Garden trends are more important than ever to guide us in uncertain times and give us hope. When you're ahead of the curve, your company becomes a trendsetter and you become the go to place for what's new – whether you are a breeder, grower, or retailer.

10:00-10:30am

### **Staying on Top of Regulations**

Speaker: Jim Calkins, Sustainable Horticultural Solutions

Clearly the spread of invasive species is a growing concern in Minnesota and nationwide and the response varies from doing nothing, to a wait-and-see perspective, to regulation and proactive management depending on the level of the threat and the politics of a given invasive species. Take a few minutes to learn how plants and other organisms are assessed for possible regulation in Minnesota, gain a better understanding of how invasive species are regulated in the state, and learn how noxious weeds and other invasive species are managed in Minnesota including information

about the development of a statewide, species-specific weed management plan. This is also an opportunity for green industry professionals to learn about the potential role of the green industry in the introduction and spread of invasive species and which species are currently under review for potential listing and regulation as noxious weeds or invasive species in Minnesota.

10:30am-12:00pm

### **New Plant Forum**

Moderated and Organized by: Mike Heger, Ambergate Consulting and Debbie Lonnee, Bailey Nurseries, Inc.

The New Plant Forum is back in 2024! This exciting session, moderated by Lonnee and Heger, is for those who are all about plants! Participants will hear about cutting edge plants introduced within the past several years. Only plants that are readily available in the trade will be presented. Plant geeks will love seeing the new introductions that are on their way.

12:00-12:30pm

### **Lunch**

12:30-1:30pm

### **Creating a Successful Greenhouse Pest Management Program**

Speaker: Suzanne Wainwright-Evans, Buglady Consulting

Effective pest management in today's greenhouses requires a multifaceted approach. Growers have a variety of tools at their disposal for creating a solid pest management program. These tools encompass conventional pesticides, biopesticides, biological control agents, trapping,

and more. Join this session to discover the most effective strategies in each of these categories.

1:30-2:00pm

### **Don't Take Turns, Make Turns! Top Tips for Finishing Annuals Efficiently**

Speaker: Christopher Currey, Iowa State University

Maximizing quality and minimizing bench time are the goals for any annual producers. However, this can be a challenge in the spring with greenhouses filled with such a wide variety of crops. From scheduling crops and choosing young plants, to managing light, temperature, and growth regulation, this session will cover tips on how to finish quality annuals quickly.

2:00-3:00pm

### **Who Is the New Plant Purchaser? Opportunities to Increase Sales through Engaging New Customers**

Speaker: Alicia Rihn, University of Tennessee, Knoxville

Traditionally, plants were viewed as luxury goods. This perception has changed, and plants are now viewed as more experiential. As new customers are entering the marketplace, the value proposition is changing and there is a need to alter marketing communications to better engage the new customer. In this talk, Rihn will discuss how plant purchasers' perceptions have evolved and strategies to engage them through marketing.

3:15-5:00pm

### **Village Social Hour**

Location: 317 on Rice Park



# VILLAGE SCHEDULE

## Professional Gardening Services

THURS. JAN. 25, 2024 | ROOM: 4



### FEATURED SPEAKERS

**LD  
Bendarhus**



**Erin  
Buchholz**

9:00-10:30am

### **Reading Between the Lines: Decoding the Existing Landscape to Guide Enhancement Selection with Confidence**

Speaker: LD Bendarhus, Home Sown Gardens

How do you know what will work in an existing landscape that needs enhancement? In this session, learn to identify key indicators from the existing plant palette, in addition to site conditions, which allow you to make enhancement selections with confidence. Uncover your personal plant pallet to reduce decision fatigue, while also promoting client confidence and success rates. You will leave with a fresh lens through which to evaluate existing landscapes and tips for how to promote your enhancement services to your clients.

10:30-11:30am

### **Trending Topics: All Things Pests and Diseases for 2024**

Speaker: Erin Buchholz, Minnesota Landscape Arboretum

The University of Minnesota Landscape Arboretum has seen its share of insects and diseases. But the types and density have certainly changed during the past several years. Let's talk about the potential pest issues you might encounter depending on climate change and what the upcoming growing season has to offer. Will jumping worms continue to terrify gardeners? Are Japanese beetle populations declining and why? My Ponderosa pine looked awful a few years ago, but I think it's okay now. We will explore possible explanations for the various impacts on plant health and whether we can prepare for them.

11:30am-12:00pm

### **Lunch**

12:00-1:30pm

### **Hands-On: Container Design Panel**

Panelists: Gentry Schweiger, biota Landscapes; Melinda Myers, Gardening Expert/TV Radio Host; and more!

Join this session for an enlightening panel discussion with seasoned experts who will guide you through the art of crafting captivating container gardens that shine year-round. Delve into unique container selection, careful plant choices, and an exploration of creative design decisions.

1:30-3:00pm

### **Maintenance: Designing a Horticultural-Centric Approach to Your Maintenance Program**

Speakers: Heidi Heiland and Team, Heidi's GrowHaus & Lifestyle Gardens

This interactive session will share ideas, templates, processes, and resources to help your company run a more efficient and productive Fine Gardening Maintenance Division. We will discuss in-depth scheduling, staffing and training to increase retention rates.

3:15-5:00pm

### **Village Social Hour**

Location: 317 on Rice Park





# VILLAGE SCHEDULE

## Tree Care/Arborist

THURS. JAN. 25, 2024 | ROOM: 1



### FEATURED SPEAKERS

**Eric  
Petersen**



**John  
Ball**

**9:00-10:00am**

### **Tree Care and You**

Speaker: David White, Tree Care Industry Association  
Commercial tree care is an ever expanding and evolving industry. Come learn about the challenges facing this important sector and how the Tree Care Industry Association can help advance your business.

**10:00-11:30am**

### **Sales and Marketing Workshop**

Speaker: Eric Petersen, ArboRisk Insurance

Are you getting enough of the right jobs with the right customers? This workshop will focus on how to win more of the jobs you want by helping tree care companies identify their sales sweet spot, improve their marketing efforts, and streamline their sales process.

**11:30am-12:00pm**

### **Lunch**

**12:00-1:30pm**

### **Panel: Growing Your Tree Care Business**

Moderator: Jay Maier, Sargent's Landscape Nursery

In times of increasing costs and a tight labor market, tree care businesses must work hard to differentiate themselves to both customers and employees. This panel discussion will touch on a diversity of topics like attracting and developing talent, developing customer loyalty, building consistency through plant health care, and providing relevant marketing.

**1:30-2:00pm**

### **Navigating Tree Removal Efforts Under the New USFWS Bat Guidance**

Speaker: Lucas Wandrie, WSB

The US Fish and Wildlife Service (USFWS) changed the status of the northern long-eared bat (*Myotis septentrionalis*) under the federal Endangered Species Act from federally "Threatened" to "Endangered." The northern long-eared bat occurs throughout Minnesota. Northern long-eared bats overwinter in caves or mines and roost in trees in wooded areas or wooded areas adjacent to other habitats, such as grasslands or agricultural cropland. The bat's federal status officially changed to endangered on March 31, 2023, and the new guidance takes effect on April 1, 2024. With the status change, the USFWS provided guidelines for tree removal activities throughout the species' range. Projects that involve tree removal activities will need to adhere to the new guidelines to avoid disturbing the bat (i.e., take) and remain compliant with the federal Endangered Species Act. This session will provide details on the new guidelines you need to know going forward.

**2:00-3:00pm**

### **Safety as a Team Sport**

Speaker: John Ball, South Dakota State University

We tend to look at safety as what a worker should (or should not) do. But incidents are often not the result of the actions of a single individual but are more a cascading effect from the sales representative who sold the work, the manager who scheduled the work, the crew leader who led the work and the worker. This session will cover the most common fatal and nonfatal incidents and show how by working as a team these can be reduced in frequency and severity.

**3:15-5:00pm**

### **Village Social Hour**

Location: 317 on Rice Park





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# WED., JAN. 24 TRADE SHOW EDUCATION

## STAGE SCHEDULE

9:00-10:00am

### What's in Your First Aid Kit?

Speaker: Jason Rathe,  
Field Outdoor Spaces

Whether the situation calls for a band-aid or a tourniquet, this session will cover the first aid basics you should have on you at all times, and how you can best prepare yourself for workplace injuries.

10:00-11:00am

### MN State Patrol Commercial Vehicle Inspection Demo

Speakers: Minnesota State Patrol Officers

A truck and trailer will be set up for the demo and a Minnesota State Patrol officer will be on hand to discuss the most frequent types of commercial vehicle citations and how to satisfy state and federal requirements. Bring your questions!

11:00am-12:00pm

### Easy AI and Technology Hacks for Landscapers

Speakers: Taylor Lund and Ryan Beck, Project2Payment

What does ChatGPT, AI, software, and technology have to do with landscaping? A lot more than you might think! You don't need to be a tech whiz to master these simple AI and technology hacks for your business. After attending this session, you may feel like you've mastered the phrase "work smarter, not harder."

1:00-2:00pm

### Cannabis Industry Update

Speaker: Bryant Jones, CHARCCO Ltd.

Bring your biggest questions surrounding the new Minnesota Cannabis industry to a local expert and educator. As this new industry develops, learn how your business can become involved and the processes required to get you there.

2:00-3:00pm

### MN State Patrol Commercial Vehicle Inspection Demo

Speakers: Minnesota State Patrol Officers

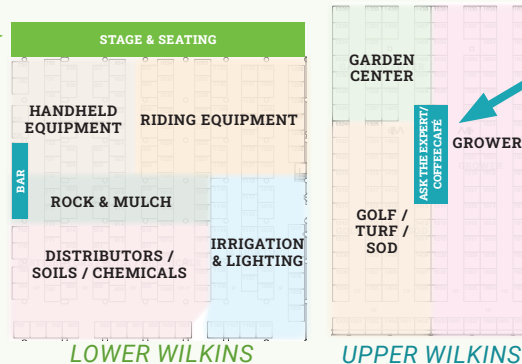
A truck and trailer will be set up for the demo and a Minnesota State Patrol officer will be on hand to discuss the most frequent types of commercial vehicle citations and how to satisfy state and federal requirements. Bring your questions!

3:00-4:00pm

### Gator Tiling System - Evolutionary Innovation

Speaker: Patrick Bock, Alliance Designer Products

The Gator Tile System is the best innovative and comprehensive system for porcelain tile installations. This system offers a line of products to help you install outdoor porcelain tiles with precision, beauty, and long-lasting stability. Easy to use, saving you overall installation time and labor costs while giving you the most professional-looking results.



## ASK THE EXPERT SCHEDULE

Have you ever wanted the opportunity to interact one-on-one with a speaker at Northern Green? Have a burning question you wish you could ask an industry expert? Now's your chance! You'll want to visit the Ask the Expert booth at Northern Green 2024 to interact with professionals in a variety of focus areas. Each expert is scheduled to be in the booth for approximately 45 minutes. So, note when they will be available and stop by at your convenience.

9:30-10:15am

**Topics: Trees/  
Arboriculture/Safety**

10:30-11:15am

**Topics: HR/Recruiting/  
Business**

Expert: Sam Gembel,  
Atlas Outdoor

12:30-1:15pm

**Topic: Entomology**

Expert: Suzanne  
Wainwright-Evans,  
Buglady Consulting

2:30-3:15pm

**Topic: Turf**

Expert: Jon Trappe,  
University of Minnesota

3:30-4:15pm

**Topic: AI For Your  
Business**

Experts: Skyler  
Westergard, Landcare  
LLC, and Chelsea  
Hartshorn, Threadleaf  
Landscape Design



## CEUs Available at Northern Green 2024

Northern Green will once again provide you the opportunity to maintain many common green industry certifications and licensures. If you're looking to stay current, be sure to attend one of the following programs:

- Pesticide Applicator Recertification (categories A & E), Vertebrates Recertification (category P), will be available as part of Monday's Pre-Conference session Pesticide Recertification.
- Recertification for Power Limited Technicians will also be available as a Monday Pre-Conference session.
- All sessions during Northern Green qualify for MNLA-CP recertification points.
- Many other sessions will also qualify for CEUs from various organizations including: International Society of Arboriculture, ASLA-MN, Irrigation Association, APLD, MGCSA, MN Tree Inspector Recertification, and Concrete Masonry & Hardscapes Association. Each certified or licensed individual is responsible for determining which sessions meet each organization's differing requirements and to track them independently.



## SILENT AUCTION

at Northern Green 2024

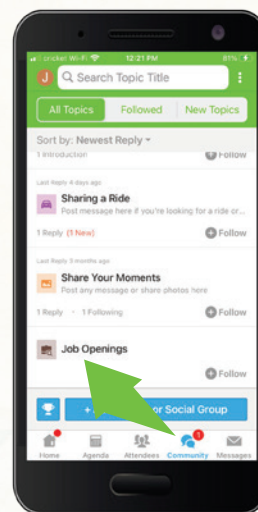
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Green Job  
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the app!**

**Job Boards** are no longer part of the physical show—they're now in the app. Your listing stays posted before and after the show! Click on **Community** at the bottom, then scroll down to **Job Openings**. Search openings already posted, or fill in the form to post opportunities at your company.





WEDNESDAY, JAN. 24

SUPPORTED BY:



Coming to the Northern Green Trade Show? Join us for a round of Booth Bingo on Wed., Jan. 24, 2024, that will help you engage with vendors while providing an opportunity for friendly competition. Fill out squares on your bingo card by getting stamps from exhibitors as you visit them on your trade show journey. Once you have a coverall, sign your bingo card, and drop it in the official entry drum near the trade show entrance for a chance to win fantastic prizes. Don't miss this opportunity to have fun, make valuable connections, and potentially walk away with rewards!

One entry per person.

Winners will be drawn at the Trade Show Block Party on Wed., Jan. 24 beginning at 5:30pm in the Grand Ballroom.

## NORTHERN GREEN BLOCK PARTY

Wed., Jan. 24  
5:30pm-7:30pm

GENEROUSLY SUPPORTED BY:



## Interact with your peers and forge valuable connections.

*Free for all registered attendees! When the trade show is over, head right upstairs to the RiverCentre's Grand Ballroom for the Northern Green Block Party! Kick back and relax in the neighborhood-like atmosphere with free games and food!*



### Food

Enjoy appetizers and snacks as you converse with colleagues.



### Fun

Try your hand at a yard game or two in a fun and friendly environment.



### Connections

Catch up with friends at this laid back green industry reunion.





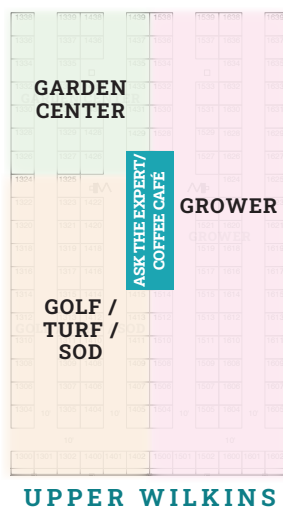
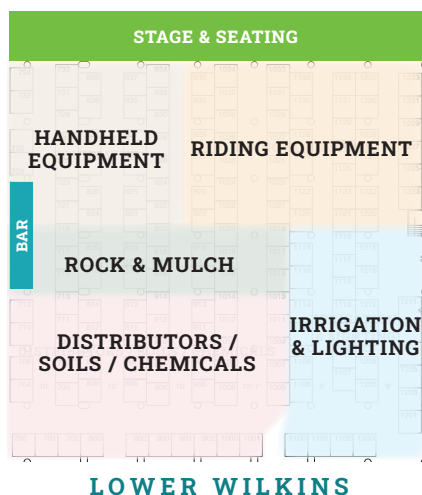
# A Trade Show Built for the Attendee

Wednesday, January 24, 2024 | Saint Paul RiverCentre

For the latest listings, check [www.NorthernGreen.org](http://www.NorthernGreen.org) or download the Northern Green app from Whova.

**Find what you're looking for more easily, from products to colleagues.**

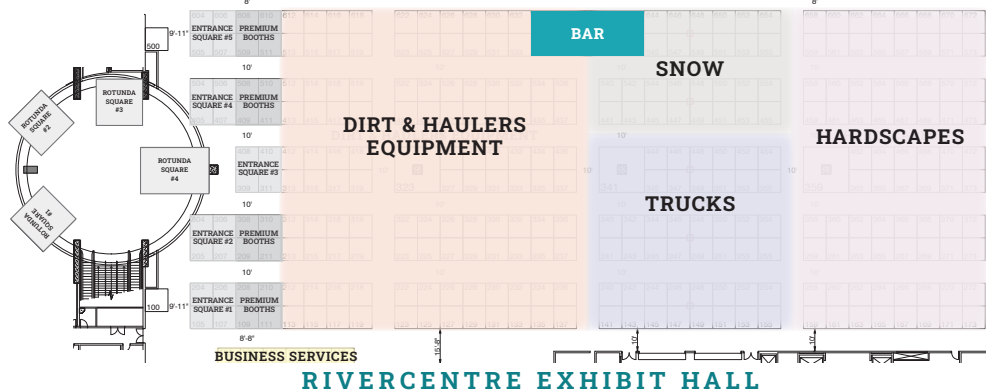
Wednesday is an exclusive trade show-only day made specifically for your needs. This year's exhibit hall will feature industry vendors and providers grouped by area of specialty. No need to seek out exhibitors for your needs – they will be gathered in designated areas excited to see you!



## BUSINESS SERVICES

## TREE CARE

## BUSINESS SERVICES



## Exhibitor Listings

Company Name	Booth
A316 Stone	265
A1 Rent It	644
ABM Equipment	119 & 218
Albert J. Lauer, Inc.	1534
All Energy Solar	1033
Alliance Designer Products	355
Alta Falls & Pond Supplies	1203
Amcon & Borgert: TCC Companies	205
American Pressure, Inc.	345
Anderson Nurseries, Inc.	1501
ArboRisk Insurance	651
Arborjet   Ecogel	649
Arborwear LLC	601
Astleford International	141
Bachman's Wholesale Nursery & Hardscapes	159 & 1431
Bailey Nurseries	405 & 1521
Belgard	559
Bowie Hydro Mulchers	135
Breiwick Companies, Inc.	641
Brenny Transporation Inc.	452
Brickworks Supply	370
Buyers Products Company	505
CAMION	Truck Central 309
Carlin Horticultlural Supplies	1418
Cast Lighting, LLC	1201
Central Lakes College	1014
Central Landscape Supply	712 & 1523
Central Turf & Irrigation Supply	533
Central Turf Farms	1500
Cherokee Manufacturing	1505
Chippewa Valley Technical College	1018
Clesens	1410
Club Car Minnesota	1314
Compeer Financial	665
Concrete Masonry & Hardscapes Association	363
Conterra	648
County Materials Corp.	155
COWSMO, INC.	113
Crushing Mechanics	443
Crysteel Truck Equipment, Inc.	241
Cushman Motor Company	505
Custom Truck	318
Daily Data	1430
Dayton Bag & Burlap	1508
Defiance Snow Plows	Truck Central 309
Ditch Witch of Minnesota, Inc.	1227



<b>Company Name .....</b>	<b>Booth</b>	<b>Company Name .....</b>	<b>Booth</b>	<b>Company Name .....</b>	<b>Booth</b>
Duininck Golf.....	1502	Maguire Agency .....	605	SiteOne Landscape Supply ...	1106; 1405; 359
Dundee Nursery and Landscaping ....	1614	Midland Concrete Products .....	273	Skid Heaven LLC .....	540
Dutchman Tree Spade .....	1605	MidPoint Equipment Finance .....	413	SMSC Organics Recycling Facility .....	704
EC Grow Inc.....	1306	Midwest Machinery Company .....	429	SnoPower.....	Truck Central 309
Eco Works Supply .....	1412	Midwest Stihl.....	727	Snow & Ice Management Assoc .....	549
Eden - Valders Stone.....	658	Minnesota Propane Association .....	623	SnowEx .....	Truck Central 309
Edney Distributing Co., Inc.....	436	MN State Patrol.....	1132	Spring Meadow Nursery.....	1533
EnviroTech Services, Inc. ....	531	MNL.....	1435	SRW Products.....	368
EServ .....	603	Monrovia.....	1601	Stoneworks Architectural Precast/Cast Stone .....	212
Fairchild Equipment .....	308	MTI Distributing, Inc.....	Rotunda 1	Storm Equipment .....	545
Fischer Stone.....	362	Muskox.....	341	Superior Tech Products.....	1322
Fox Ridge Nursery .....	1511	Netherland Bulb Co.....	1527	Superior Turf Services Inc. ....	1422
Fredrickson.....	621	Norby Golf Course Design, Inc.....	1406	Sustane Natural Fertilizer, Inc. ....	1429
Frost Inc. ....	646 & 1307	North Dakota State University.....	1020	Swanston Equipment .....	215
Gardenworld, Inc. ....	1639	Northern Family Farms .....	1513	Swap Hog Roll Off Systems.....	Truck Central 309
Gertens Wholesale & Professional Turf Supply.....	1414 & 659	Northland Monument, Inc. ....	454	Synthetic Grass Supply   ForeverLawn Minnesota .....	262 & 1310
Goodmark Nurseries, LLC.....	1515	Nuss Truck and Equipment.....	515	Techniseal .....	358
Gopher State One Call .....	619	Orec America, Inc.....	432	Techo-Bloc.....	259
Greenleaf Nursery Company .....	1504	Oregon Pride Nurseries, Inc. ....	1507	The Tessman Company .....	900
GreenLife Supply .....	807	Original Magic.....	551	Titan Machinery, Inc.....	123
Grove Nursery .....	1617	Ostvig Tree Care.....	1439	Top Notch Equipment.....	445
Happy Land Tree Farms, Inc. ....	1620	Par Aide Products Co. ....	1311	TouchStone Accent Lighting, Inc.....	1107
Hartman Companies Inc.....	1305	Plaisted Companies, Inc.....	106	Tree Trust .....	645
Hennen Equipment, Inc. ....	523	Plantpeddler Inc. ....	1537	Tri-State Bobcat, Inc.....	323
Hennepin Technical College .....	1016	PlantRight Solutions .....	1612	Turf Tank.....	1309
Heritage PPG.....	1302	Plants Beautiful Nursery .....	1514	TURFCO .....	1301
HLS Outdoor .....	806 & 1401	Plehal Blacktopping LLC.....	1408	Twin City Seed Co.....	1426
Hoffman & McNamara Nursery and Landscape .....	1506	Polycor.....	255	Twin Star Equipment & Manufacturing...	451
HotSy Pressure Washers .....	332	Precision Organics.....	908	Unilock Chicago .....	373
Hunter Industries & FX Luminaire ...	1100	Prince Corporation.....	1607	University of Minnesota - CFANS.....	1017
Hyva Hooklifts .....	Truck Central 309	Project 2 Payment .....	423	University of Minnesota - Crookston...	1015
Iowa State University .....	1019	Purple Wave Auction .....	630	University of Wisconsin - River Falls .....	1013
Iron Valley Equipment & Mfg LLC.....	Truck Central 309	Quality Equipment.....	335	Versa-Lok Retaining Wall Systems ...	652
Irrigation By Design .....	1415	Ramy Turf Products .....	1308	Wagner Greenhouses, Inc.....	1539
Iseli Nursery, Inc. ....	1529	RDO Equipment Co.....	513	Walden Backyards LLC .....	264
iSolar, LLC .....	613	RDO Vermeer .....	632	Walters Gardens, Inc. ....	1531
J. Frank Schmidt & Son Co.....	1512	Red-headed Woodpecker Recovery ....	110	Wandell's Nursery, Inc. ....	1509
Johnson's Nursery, Inc.™ .....	1507	Reinders, Inc. ....	1407	Wheeler Landscape Supply and Bridge.....	705
Kankakee Nursery Company .....	1538	Rivard - Central Wood Products.....	719	Willow Creek Paving Stones .....	553
Keen Edge Company .....	1001	RJ Hunt Seed .....	715	Wilson's Nursery, LLC .....	1608
Kenwood / WS Communications.....	500	RMS Rentals .....	415	Wolcyn Tree Farms & Nursery.....	1613
Kubota .....	Rotunda 3	Rochester Concrete Products .....	558	Xylem, Ltd. / Golden Valley Hardscapes LLC.....	717
Landscape All.....	512	Rock Hard Landscape Supply .....	259	Ziegler CAT .....	223
Legacy-Trees LLC.....	1606	SCP Distributors.....	662	Zlimen & McGuiness PLLC .....	622
LiftGator .....	Truck Central 309	Sester Farms Inc.....	1609		
Magic Turf.....	1304	Seykora Asphalt Maintenance and Paving .....	547		
		Simple Flow, Inc. ....	1102		

List is current with booths reserved as of October 15, 2023. For the most up-to-date listings, visit [www.NorthernGreen.org](http://www.NorthernGreen.org), or download the Northern Green app from Whova.



## REGISTRATION OPTIONS

	GROUP DISCOUNT AVAILABLE *							
	4-Day (Mon-Thur)	3-Day (Tue-Thur)	2-Day (Tue/Wed)	2-Day (Wed/Thur)	2-Day + Mon (Tues/Wed)	2-Day + Mon (Wed/Thur)	Mon + Trade Show (Mon & Wed)	Trade Show Only (Wed)
<b>PRE-REGISTER MEMBER</b> (ON OR BEFORE JAN. 15, 2024 <sup>1</sup> )	<b>\$427</b>	<b>\$328</b>	<b>\$229</b>	<b>\$229</b>	<b>\$328</b>	<b>\$328</b>	<b>\$229</b>	<b>\$45</b>
<b>STUDENT**</b>	<b>\$377</b>	<b>\$278</b>	<b>\$179</b>	<b>\$179</b>	<b>\$278</b>	<b>\$278</b>	<b>\$179</b>	<b>\$45</b>
<b>PRE-REG. NON-MEMBER</b>	<b>\$447</b>	<b>\$348</b>	<b>\$249</b>	<b>\$249</b>	<b>\$348</b>	<b>\$348</b>	<b>\$249</b>	<b>\$50</b>
<b>REGISTER MEMBER ONSITE</b> (JAN. 23-25, 2024)	<b>\$507</b>	<b>\$408</b>	<b>\$309</b>	<b>\$309</b>	<b>\$408</b>	<b>\$408</b>	<b>\$309</b>	<b>\$50</b>
<b>REG. NON-MEMBER ONSITE</b>	<b>\$527</b>	<b>\$428</b>	<b>\$329</b>	<b>\$329</b>	<b>\$428</b>	<b>\$428</b>	<b>\$329</b>	<b>\$55</b>
<b>Choice of PLT or Pesticide Recertification on Monday</b> <i>Includes morning coffee and lunch</i>	✓				✓	✓	✓	
<b>Tuesday Village Education &amp; Social Event</b> <i>Includes morning coffee and lunch</i>	✓	✓	✓		✓			
<b>Thursday Village Education &amp; Social Event</b> <i>Includes morning coffee and lunch</i>	✓	✓		✓		✓		
<b>Access to all exhibits on the Trade Show floor on Wednesday</b>	✓	✓	✓	✓	✓	✓	✓	✓
<b>Access to Trade Show Block Party on Wednesday</b>	✓	✓	✓	✓	✓	✓	✓	✓
<b>Access to mini-sessions on the trade show floor</b>	✓	✓	✓	✓	✓	✓	✓	✓
<b>Access to Ask the Expert</b>	✓	✓	✓	✓	✓	✓	✓	✓



**NORTHERN GREEN  
RATE LOCK**

### Attention Snow & Ice Management Companies:

Worried about snow on show days? Try our "Snow Insurance" Rate Lock. This non-refundable \$30-per-person ticket qualifies the ticket holder for pre-registration rates onsite. Plus, your \$30 advance payment will be applied to the onsite registration fee.

Offer only available for Northern Green on Tuesday & Thursday, and must be purchased during pre-registration dates. Choice of registration must still be selected. If ticket holder cannot attend show, the \$30 payment is non-refundable.

<sup>1</sup>Register on or before Jan. 2 to receive badges in the mail. The deadline for pre-registration is Jan. 15 and all who pre-register between Jan. 3 and Jan. 15 must print a name badge at the Self Check-In Kiosk onsite.

\*Group Discount: A 10% discount is available to an individual company registering 10 or more people for a 1-Day educational pass or greater. Not valid for student or trade show only passes. Valid only for pre-registration completed online with all registrants entered in one registration. Not valid with other discounts/promotions.

\*\*This rate applies to those currently enrolled in horticulture, landscape, arboriculture, or grounds study at the high school or college level. School name must be included on the registration form and may be verified.

**January 23-25, 2024**  
**SAINT PAUL RIVERCENTRE**

Pre-Conference Sessions to be held on Jan. 22, 2024

[www.NorthernGreen.org](http://www.NorthernGreen.org) | [info@NorthernGreen.org](mailto:info@NorthernGreen.org) | 651-633-4987

SPECIAL THANKS TO OUR GENEROUS  
NORTHERN GREEN 2024 SUPPORTERS:





# PRE-REGISTRATION FORM (PRICES GO UP JAN. 16!)

REGISTER ONLINE AT [NORTHERNGREEN.ORG](https://www.northerngreen.org)

All who pre-register between Jan. 3 and Jan. 15 must print a name badge at the Self Check-In Kiosk onsite. If you miss the Jan. 15 pre-registration deadline, you must register onsite Jan. 23 - 25. After registering onsite, you will receive a confirmation email to the address provided.



# 2024

January 23-25

## PRE-REGISTRATION OPTIONS Register on or before Jan. 2 to receive badges in the mail.

Registration Options	MEMBER	NON-MEMBER	STUDENT
#1: 3-Day (Tues + Wed + Thurs)	\$328	\$348	\$278
#2: 2-Day (Tues + Wed)	\$229	\$249	\$179
#3: 2-Day (Wed + Thurs)	\$229	\$249	\$179
#4: Trade Show Only (Wed)	\$45	\$50	\$45

Pre-Conference Registration Options*	MEMBER	NON-MEMBER	STUDENT
#5: 4-Day (Mon + Tues + Wed + Thurs)	\$427	\$447	\$377
#6: 2-Day (Tues + Wed) + Mon	\$328	\$348	\$278
#7: 2-Day (Wed + Thurs) + Mon	\$328	\$348	\$278
#8: Mon + Trade Show Only (Wed)	\$229	\$249	\$179

\*If selecting a Monday, Jan. 22 Pre-Conference session, **each** attendee **must** select the class they will be attending.

## COMPANY INFORMATION

Company Name: \_\_\_\_\_

Primary Contact (receives badges & confirmation): \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**MEMBERSHIP** (check all that apply): ☐ MNLA ☐ MGCSA ☐ MPSFMA ☐ MAC ☐ MASMS ☐ MSA ☐ MTA ☐ MTSC

## COMPANY SEGMENT

(check all that apply):

- ☐ Arborist
- ☐ Cemetery
- ☐ Flower Grower
- ☐ Garden Center
- ☐ Gardening Services
- ☐ Golf Course
- ☐ Hardscape Installer
- ☐ Irrigation Contr.
- ☐ Landscape Contr.
- ☐ Landscape Designer
- ☐ Landscape Architect
- ☐ Landscape/Lawn Mgmt.
- ☐ Nursery Grower
- ☐ Parks/Recreation
- ☐ School Grounds
- ☐ Snow Plowing
- ☐ Sod Grower
- ☐ Sports Turf
- ☐ Supplier
- ☐ Tree Care Services
- ☐ Other

## ATTENDEE REGISTRATION

(check **all** boxes that apply for **each** attendee):

**JOB CODES:** A-Owner/Corporate Official  
B-Manager/Foreman  
C-Grounds Supervisor/Manager  
D-Landscape Designer  
E-Sales Representative  
F-Employee  
G-Government or Academic  
H-Student

Select your **PRIMARY** and **SECONDARY** village choice for each day of education you are attending by marking a 1 & 2 in the boxes below.

**1** Name: \_\_\_\_\_ Email: \_\_\_\_\_ PLT #: \_\_\_\_\_ JOB CODE(S): \_\_\_\_\_  
☐ By checking here I agree to and will comply with the Northern Green Safety Acknowledgement, Liability Waiver, and Release of Liability. ☐ RATE LOCK (\$30)  
Reg. Option #: \_\_\_\_\_ ☐ PLT ☐ Pest. Recert. **Tue Villages** ☐ Landscape/Hardscape Contr. ☐ Water/Irrigation ☐ Landscape Design/Architecture ☐ Golf **Thurs Villages** ☐ Turf, Grounds, & Snow Mgmt. ☐ Prof. Garden Services ☐ Garden Center/Grower ☐ Tree Care/Arborist **Total: \$** \_\_\_\_\_

**2** Name: \_\_\_\_\_ Email: \_\_\_\_\_ PLT #: \_\_\_\_\_ JOB CODE(S): \_\_\_\_\_  
☐ By checking here I agree to and will comply with the Northern Green Safety Acknowledgement, Liability Waiver, and Release of Liability. ☐ RATE LOCK (\$30)  
Reg. Option #: \_\_\_\_\_ ☐ PLT ☐ Pest. Recert. **Tue Villages** ☐ Landscape/Hardscape Contr. ☐ Water/Irrigation ☐ Landscape Design/Architecture ☐ Golf **Thurs Villages** ☐ Turf, Grounds, & Snow Mgmt. ☐ Prof. Garden Services ☐ Garden Center/Grower ☐ Tree Care/Arborist **Total: \$** \_\_\_\_\_

**3** Name: \_\_\_\_\_ Email: \_\_\_\_\_ PLT #: \_\_\_\_\_ JOB CODE(S): \_\_\_\_\_  
☐ By checking here I agree to and will comply with the Northern Green Safety Acknowledgement, Liability Waiver, and Release of Liability. ☐ RATE LOCK (\$30)  
Reg. Option #: \_\_\_\_\_ ☐ PLT ☐ Pest. Recert. **Tue Villages** ☐ Landscape/Hardscape Contr. ☐ Water/Irrigation ☐ Landscape Design/Architecture ☐ Golf **Thurs Villages** ☐ Turf, Grounds, & Snow Mgmt. ☐ Prof. Garden Services ☐ Garden Center/Grower ☐ Tree Care/Arborist **Total: \$** \_\_\_\_\_

## PAYMENT

Check enclosed (make payable to Northern Green) -OR- VISA | Mastercard | Discover

**Grand Total: \$** \_\_\_\_\_

Card Number \_\_\_\_\_ Exp. Month/Year \_\_\_\_\_ CVV \_\_\_\_\_ Name on Card \_\_\_\_\_ Billing Zip \_\_\_\_\_

Refunds, changes, cancellations, special accommodations, and other policies can be viewed at [NorthernGreen.org/policies](https://www.northerngreen.org/policies). Northern Green will refund 100% of registration fees for cancellation requests received by Dec. 31, 2023. There will be no refunds for no-shows or for cancellations received after Dec. 31, 2023.

Signature \_\_\_\_\_

**Liability Waiver and Release of Claims:** I hereby release and agree to hold harmless Northern Green, the Saint Paul RiverCentre, the Minnesota Turf and Grounds Foundation, the Minnesota Nursery & Landscape Association, and the aforementioned organization's employees, agents, boards of directors, volunteers, and representatives (collectively the "Released Parties") from all liability, claims, and demands to the fullest extent of the law. This release includes damage or losses caused by the negligence, fault, or conduct of any kind of the Released Parties, including all illness and bodily injury up to and including death. This release extends to my heirs, assignees, designated representatives and other relatives and next of kin acting on my behalf. By participating in Northern Green as a vendor, attendee, or volunteer, I confirm that I agree with all of the above.

Northern Green | 1813 Lexington Ave N, Roseville, MN 55113 | Call: 651-633-4987 | Fax: 651-633-4986 | [info@northerngreen.org](mailto:info@northerngreen.org)



Northern Green  
1813 Lexington Ave. N  
Roseville, MN 55113



## Village Social Hours

January 23 & 25, 2024



Kick back, unwind, and conclude a day of learning with social engagement! Join your Village peers for conversation and connection at the Village Social Hour, conveniently located adjacent to the Saint Paul RiverCentre at 317 on Rice Park. Following your final Village session, make your way to this gathering from 3:15pm to 5:00pm. Savor a selection of beverages at our cash bars and enjoy complimentary appetizers (while they last).



SPECIAL THANKS TO OUR NORTHERN GREEN VILLAGE SUPPORTERS:

LANDSCAPE/HARDSCAPE  
CONTRACTOR



LANDSCAPE DESIGN/  
LANDSCAPE ARCHITECTURE



## Minnesota Wild

Tuesday, January 23, 2024

Looking for even more fun activities during Northern Green week? We've secured a limited supply of group tickets for the Minnesota Wild game on Tuesday, January 23, 2024. Witness the Minnesota Wild face off against the Washington Capitals at the Xcel Energy Center, conveniently located adjacent to the Saint Paul RiverCentre. The puck drops at 7:00 pm. Eager to secure your game tickets? Don't wait, visit [NorthernGreen.org](http://NorthernGreen.org) to secure your tickets at the best available price while supplies last!